

Austin Oaks PUD Survey

May 17 - 18, 2015

**N = 293
MOE = +/- 5.7**

Executive Summary

Littlefield Consulting conducted a public opinion survey of registered voters in Austin City Council District 10 in Austin, TX. The survey was put into the field on Sunday, May 17, 2015 and Monday, May 18, 2015.

595 respondents answered Question 1. 293 respondents answered Question 10, N = 293. The margin of error (MOE) is based on a Austin Council District 10 registered voter population of 63,810 registered voters and N = 293. The MOE is +/- 5.7 and the confidence level is 95%.

There was an oversampling of females and seniors and an under sampling of males and younger voters.

Key Survey Findings

On Familiarity of the Project

- Only 53% of respondents in D10 had heard of the Austin Oaks project.
- The project was much more well known within the NW Hills area. 73% of respondents in the NW Hills area indicated they were familiar with the Austin Oaks project.

On the Initial Uniformed Issue Test Questions

- The results from the first uniformed initial test question on using PUD zoning, a question where very little information is provided, were very mixed. Only 33% of all D10 respondents supported PUD zoning, but only 45% opposed PUD zoning.
- In this same uniformed initial test question, the results varied greatly based on the region of D10.
- In NW Hills the results were not mixed. NW Hills respondents were opposed to PUD zoning by 2-1 margins, but other areas of D10 were supportive of PUD zoning.
- Unlike PUD zoning, the D10 results from the first uniformed initial test question on using traditional zoning were not mixed. By 2-1 margins D10 respondents were opposed to this zoning tool.
- Traditional zoning is unpopular in NW Hills, but it is more unpopular in other areas of D10.

On the Final Informed Issue Test Questions

- In the final informed issue test questions, PUD zoning is preferred to traditional zoning by all D10 respondents by nearly 2-1 margins.
- Even in the NW Hills area, PUD zoning is preferred to traditional zoning, but it is close at 36% to 33%.
- In other areas of D10 however, PUD zoning is overwhelmingly preferred to traditional zoning by 3 to 1 and 4 to 1 margins.

For more information or for complete crosstabs, please contact Mark Littlefield at mark@MarkLittlefield.com.

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Q1. This is Southwest Voter Research with a quick 9-question survey about important local issues in Austin, TX.

If you are over 18 years old, registered to vote in west or northwest Austin, press 1 on your phone now. **[IF 1 IS NOT SELECTED, END SURVEY]**

Yes 100%

Q2. If you are female, press 1 on your telephone now. If you are male, press 2 on your telephone now.

Female 63%

Male 37%

Q3. Have you heard or read anything about the Austin Oaks Project, a 30-acre redevelopment project near Spicewood Springs Rd and MOPAC?

Yes 53%

No 45%

Unsure 1%

Q4. There are two types of redevelopment zoning plans being discussed for the Austin Oaks property. One type is called a Planned Unit Development, also known as a PUD, this type of zoning allows the City to ask for additional requirements, above and beyond traditional zoning categories, in exchange for specific, agreed-upon variances to code. These additional requirements include parkland, higher design standards, traffic improvements, less impervious cover, and stricter environmental preservation. With PUD zoning, the entire project is designed up front with strict detailed notes on every aspect of the entire plan.

Do you support or oppose the use of Planned Unit Development zoning in the redevelopment of the Austin Oaks Project?

Support 33%

Oppose 45%

Unsure 22%

Q5. Another type of redevelopment zoning is called traditional zoning. Under traditional zoning, the Austin Oaks property would be redeveloped one piece at a time. The City of Austin would have less ability to negotiate with the developer and the developer would have no incentive to compromise on height, density, and traffic improvements, and the developer would not be required to include parkland or other community benefits.

Do you support or oppose the use of traditional zoning in the redevelopment of the Austin Oaks Project?

Support 27%

Oppose 55%

Unsure 18%

Q6. Now I am going to read to you a list of benefits that ARE being offered by the property owner under PUD zoning - \$10 million to improve traffic infrastructure, four acres of parkland, less impervious cover, stronger water quality protections, higher design standards, 60,000 square feet of restaurant space, and funding for local school improvements. Please indicate which of these is the most important to you?

\$10 Million for Traffic 36%

Parkland 16%

Less Impervious Cover 7%

Stronger Water Quality 6%

Design Standards 1%

Restaurant Space 3%

School Improvements 10%

Unsure..... 21%

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Q7. Currently, the Austin Oaks Project consists of 12 office buildings containing 450,000 square feet of office space. The owner of the property has two redevelopment options - the first option is to redevelop the property under traditional zoning. This option will not include any money for traffic improvements, no parkland, a more dense development with much more multifamily housing.

The second option is for planned unit development zoning, also known as PUD zoning, that will include \$10 million for traffic improvements, 4 acres of parkland, 60,000 square feet of restaurant space, and less multifamily housing.

Traditional Zoning Better 25%
PUD Better 49%
Unsure.....26%

Q8. There have already been fourteen Planned Unit Developments, or PUDs, completed in Northwest Austin, including the Jewish Community Center and many Northwest Austin neighborhoods. The City of Austin granted PUD zoning only after these projects offered numerous public benefits in return.

After hearing this information about other Planned Unit Developments in your area, let me ask you again.

Traditional Zoning Better 25%
PUD Better 49%
Unsure.....26%

Q9. Some city people think that new areas for employment, shopping, dining, and housing, also called density nodes, which are outside of downtown Austin will help alleviate traffic throughout Austin because people would have shorter or alternative commutes. Do you think new density nodes will help alleviate traffic in Austin?

Density Nodes Help 31%
Density Nodes Not Help.....46%
Unsure 23%

Q10. Some people say the better outcome would be to negotiate now on PUD zoning and know now exactly how all 30 acres are going to be redeveloped with lesser heights, more parks, more open space, and \$10 million dollars for traffic improvements. Other people say the better outcome would be to have the property owner to go through traditional zoning even though this option runs the risk of more multifamily, no open space, no parks, and no money for traffic improvements.

Which option do you think is the best?

Traditional Zoning Better 31%
PUD Better 47%
Unsure.....22%

Q11. Which of the following best describes your neighborhood?

Tarrytown 9%
Balcones 11%
NW Hills 38%
Other 39%
Unsure 3%

Q12. For demographic purposes - how old are you?

Over 65 57%
50 to 64 24%
40 to 49. 9%
Under 40 10%